



# The Arizona Parents Commission On Drug Education and Prevention

## *Arizona Attitudes on Youth Drinking Survey 2006*

Research Conducted by



**NORTHERN ARIZONA  
UNIVERSITY**  
*Social Research Laboratory*

Frederic I. Solop, Ph.D.  
*Director, Principal Investigator*

Kristi K. Hagen, M.A., M.A.  
*Associate Director, Co-Principal Investigator*

James I. Bowie, Ph.D.    *Project Manager*

Tina Marie Eyraud, Christopher Lane    *Research Assistants*

April, 2006

***This study was initiated and funded by The Arizona Parents  
Commission on Drug Education and Prevention in collaboration  
with the Governor's Office for Children, Youth and Families-  
Division for Substance Abuse Policy.***

# *Arizona Attitudes on Youth Drinking Survey 2006*

## *Table of Contents*

Executive Summary	2
Introduction	3
Methodology	4
Report of Survey Results	
I. Adult Perceptions and Attitudes on Youth Drinking	7
II. Adult Behaviors and Beliefs Regarding Alcohol	13
III. Perceptions of Youth Drinking Consequences and Policy	15
IV. Demographic Characteristics of Respondents	20
Annotated Questionnaire	21

## *Executive Summary*

---

- A telephone survey of 1,000 adult Arizona residents was fielded between January 13 and 27, 2006 by the Social Research Laboratory at Northern Arizona University on behalf of the Arizona Governor's Office, Division for Substance Abuse Policy. The survey evaluated attitudes of Arizonans regarding alcohol consumption by persons under the age of 21.
- Arizonans are very concerned about issues relating to alcohol use by youth. Ninety-nine percent of respondents are concerned about the issue of drinking and driving by youth, and 95 percent are concerned with issues of underage alcohol consumption. Sixty-four percent consider underage drinking a serious problem in the state.
- Eighty percent of respondents correctly name "21" as the state's legal drinking age.
- Relatively low numbers of Arizonans approve of underage drinking under special circumstances. Thirty-four percent say underage drinking is acceptable under parental supervision. Thirty percent say it is acceptable on special occasions or as part of religious or cultural rites of passage. Sixteen percent say it is acceptable under the supervision of adults other than parents.
- Thirty-five percent of respondents know of adults who permit underage drinking in their homes, and 32 percent know adults who have bought or provided alcohol to people under 21 years of age.
- Seventy-seven percent of Arizonans think that it is very or somewhat easy for people under 21 to get alcohol in the state. Sixty-two percent think that "older friends" are the most likely source through which minors obtain alcohol.
- Thirty-six percent of respondents estimate that one-half to three-quarters of adults drink alcohol regularly, while thirty-five percent estimate that the figure is between one-quarter and one-half of adults. Twenty-nine percent report that they never drink alcohol, while 26 percent say they drink a few times a year, 22 percent a few times a month, and 14 percent a few times a week.
- Eighty percent of respondents think there are negative long-term consequences for youths who drink alcohol. Alcohol dependence, traffic accidents, and overall negative health impacts are seen as the three most severe consequences of underage drinking.
- Over seventy percent of Arizonans support stronger penalties for underage drinking, greater focus on adults who sell or provide alcohol to minors, limiting exposure of minors to alcohol advertising, and better training for restaurant workers to identify underage drinkers. Fifty-eight percent support registration of beer kegs to allow the purchaser to be traced.

## ***Introduction***

---

In a study completed in 2004, the Arizona Governor's Division for Substance Abuse Policy (DSAP), in partnership with the Arizona Criminal Justice Commission (ACJC) and several other organizations, asserts there are family and community risk indicators associated with youth substance use and abuse. By measuring communal and familial attitudes toward underage drinking and laws that restrict underage drinking, high-risk attitudes can be identified and preventative intervention implemented.

This study measures each indicator by asking adult Arizona residents specific questions regarding their attitudes toward youth drinking issues, including a section of demographic questions at the end to better categorize their answers. There are three sections to the survey that reflect specific areas of the "Risk and Protective Factor Model of Prevention" described above. They are: 1) Adult perceptions and attitudes on youth drinking; 2) Adult norms, behaviors, and beliefs regarding alcohol; and 3) Adult norms and beliefs regarding youth drinking consequences. The last section includes demographics such as age, gender, race, the number of years residents have been in Arizona, whether or not they are registered to vote, and whether or not they have children.

This study was initiated and funded by The Arizona Parents Commission on Drug Education and Prevention in collaboration with the Governor's Office for Children, Youth and Families/ Division for Substance Abuse Policy.

## ***Methodology***

---

The Arizona Governor's Office, Division for Substance Abuse Policy (DSAP) commissioned the Social Research Laboratory (SRL) at Northern Arizona University to conduct a survey of Arizonans focusing on attitudes concerning underage drinking in the state. The survey instrument was collaboratively developed by DSAP and SRL, and features a core block of questions from previous surveys as well as a series of new questions. Once the survey instrument was written, it was thoroughly pre-tested before data collection was initiated.

The current survey was administered between January 13 and January 27, 2006 to 1,000 randomly-selected Arizona residents 18 years of age or older. Calling took place every day of the week, with morning, afternoon and evening shifts. The average length of the survey was approximately 10 minutes.

The survey utilized a random-digit dial (RDD) sampling technique to generate a representative sample of households living in Arizona. RDD produces a more representative sample of the population than other sampling methods because all households with working telephones have an equal chance of being contacted. Listed and unlisted residential households have similar probabilities of being included in the RDD study.

Survey fielding was conducted using Computer Assisted Telephone Interviewing (CATI) technology. CATI is a system in which computers are employed to increase the accuracy, flexibility, and efficiency of telephone surveys. The computer system maintains a database of phone numbers, engages the sampling process, schedules callbacks, and records the disposition of each call. Interviewers are trained on interviewing protocol and use of the CATI system prior to the fielding of the survey. Interviewers view survey questions on the computer screen in a programmed sequence and record respondents' answers with the use of a keyboard. Data entry errors are decreased using this system.

### ***Margin of Error***

The "sampling error" associated with a 1,000-person sample drawn from a population the size of Arizona's is +/- 3.1 percent at a 95 percent confidence level. "Sampling error" is a social science term that describes the probable difference between interviewing everyone in a given population and interviewing a sample drawn from that population. The percentages obtained in telephone surveys such as these are estimates of what the percentage would be if the entire population had been surveyed.

Thus, if 50 percent of those in the sample are found to agree with a particular statement, the actual percentage of agreement in the population from which the sample is drawn would be between 53.1 percent and 46.9 percent (50% +/- 3.1%). The 95 percent confidence level means that this +/- 3.1 percent margin of error would occur in 95 out of 100 samples of this size drawn from the state of Arizona. Sampling error increases as the sample size is reduced. This must be kept in mind when comparing the responses of different groups within the

sample (e.g., men versus women). Smaller numbers of respondents on any question translate into higher margins of error.

Total responses to some questions may be greater or less than 100 percent. In some tables, “Don’t know” and/or “refused” responses are considered to be “missing data” and are not included in the total respondents. Additionally, all figures are rounded off to whole numbers.

### ***Survey Implementation***

Once a phone contact was initiated, trained interviewers introduced the survey to potential respondents by identifying the name of the calling center and the purpose of the survey. Respondents were assured that nothing was being sold or solicited, and they were guaranteed confidentiality of responses. Respondents were asked for their consent to take the survey and told the survey would take approximately 10 minutes to complete.

Every effort was made to obtain the highest possible completion rates. Several techniques were employed to achieve this goal. Survey fielding utilized an established pattern of callbacks to minimize non-sampling errors that occur from certain types of people not being available at particular times of the day. Also, a refusal conversion process helped to maintain the integrity of the original sampling framework and minimize non-response bias in sampling.

In the refusal conversion process, declined interviews were reattempted using a prescribed call-back schedule. The first time a respondent declined to participate in the survey, the respondent was coded as a “soft-refusal.” The telephone number was returned to the sample database and called again by a skilled “refusal converter,” an interviewer specially trained to convert refusals into completed interviews. If a respondent refused a second time, they were coded as a “medium refusal” and re-contacted by a skilled interviewer in an attempt to complete the interview. If the respondent refused a third time, they were coded as a “hard refusal” and their number was removed from the sample database.

Telephone numbers that were busy, rang without answer, or answered by an answering machine were called a minimum of ten times at different hours of different days before being removed from the sample database. Once “dead,” another phone number in the sample was substituted for the original number. This “call-back” procedure minimized the possibility of nonrandom bias from entering into the data.

### ***Quality Control***

The Social Research Laboratory utilized several quality checks in the collection of data. All interviewers were thoroughly trained in telephone surveying methodology prior to interviewing. After several general training sessions, interviewers received training specific to this project and remained in practice mode until maximum proficiency was reached. Once an interviewer was prepared to administer the survey, supervisors performed frequent and regular monitoring of calls and data collection.

Supervisors trained to check on the accuracy and validity of data collection completed a “supervisor call-back” of randomly selected calls. Each calling shift held a pre-shift meeting that prepped interviewers on updates and changes in survey procedures. Interviewer meetings were held regularly and meetings with calling center staff were also held throughout the fielding of the survey to address questions that may have arisen.

## Report of Survey Results

### I. Adult Perceptions and Attitudes on Youth Drinking

Questions in this portion of the survey were designed to collect information regarding adult Arizonans' perceptions and attitudes toward youth alcohol consumption and other youth issues. Residents were asked to assess the level of concern they have for issues that young people face today as an indicator of community involvement with youth issues in Arizona.

Over half (60%) of adult Arizonans are "very" concerned with issues that young people face today and one-third (34 %) are at least "somewhat" concerned [Figure 1].

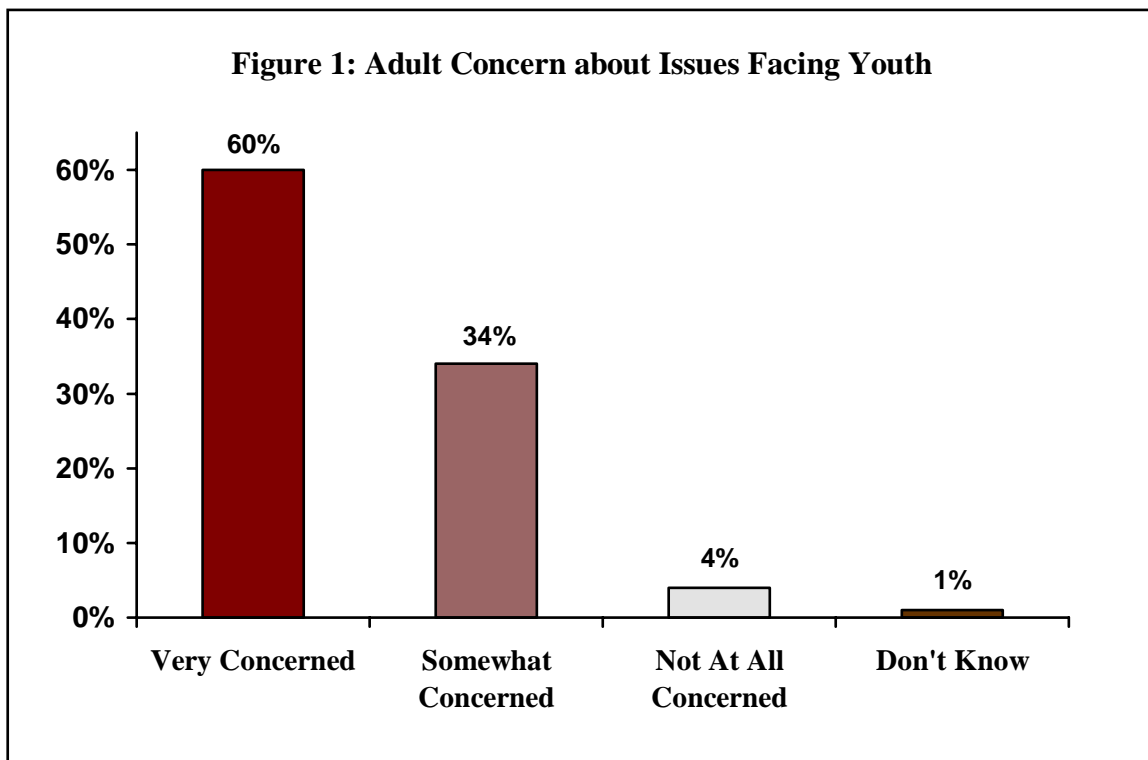


Table 1, below, reflects how concerned respondents are with specific issues that youth face today, such as cigarette smoking (tobacco use), sexual activity, alcohol consumption, driving under the influence (DUI), smoking marijuana, and the use of methamphetamines (meth).

The results show that adult Arizonans are most concerned with minors driving under the influence of alcohol or drugs, and minors using methamphetamines. Ninety-four percent of respondents chose "very" concerned in both categories. Only one percent of the one thousand people who responded to this question are "not at all" concerned with either DUI or meth (methamphetamine) use.



Nearly three-quarters (71%) of the respondents are “very” concerned with youth alcohol use, and 68 percent are “very” concerned with youth marijuana smoking. One quarter (24%) of adults are “somewhat” concerned with both alcohol and marijuana use.

Arizonans are less concerned with youth tobacco use and youth engaging in sexual activity, in contrast to other concerns. Still, over half of respondents are “very” concerned with both smoking (61%) and sexual activity (60%). One-third are “somewhat” concerned—33 percent with smoking, and 29 percent with sexual activity among young persons.

**Table 1: How concerned Arizonans are with specific youth issues:**

	<b>Very Concerned</b>	<b>Somewhat Concerned</b>	<b>Not At All Concerned</b>	<b>Depends</b>	<b>Don't Know</b>	<b>Total</b>
Smoking	61%	33%	7%	--	--	<b>101%</b>
Sex	60%	29%	9%	1%	--	<b>99%</b>
Alcohol	71%	24%	4%	1%	--	<b>100%</b>
DUI	94%	5%	1%	--	--	<b>100%</b>
Marijuana	68%	24%	6%	--	1%	<b>99%</b>
Meth	94%	5%	1%	--	1%	<b>101%</b>

Overall, most Arizona residents are familiar with the age limit for legally consuming alcoholic beverages in the state—eighty percent replied “yes” and are able to correctly identify the drinking age as 21. Thirteen percent replied “no” they do not know the legal drinking age limit. Eight percent say they are familiar with Arizona’s limit but are unable to correctly name it [Figure 2].

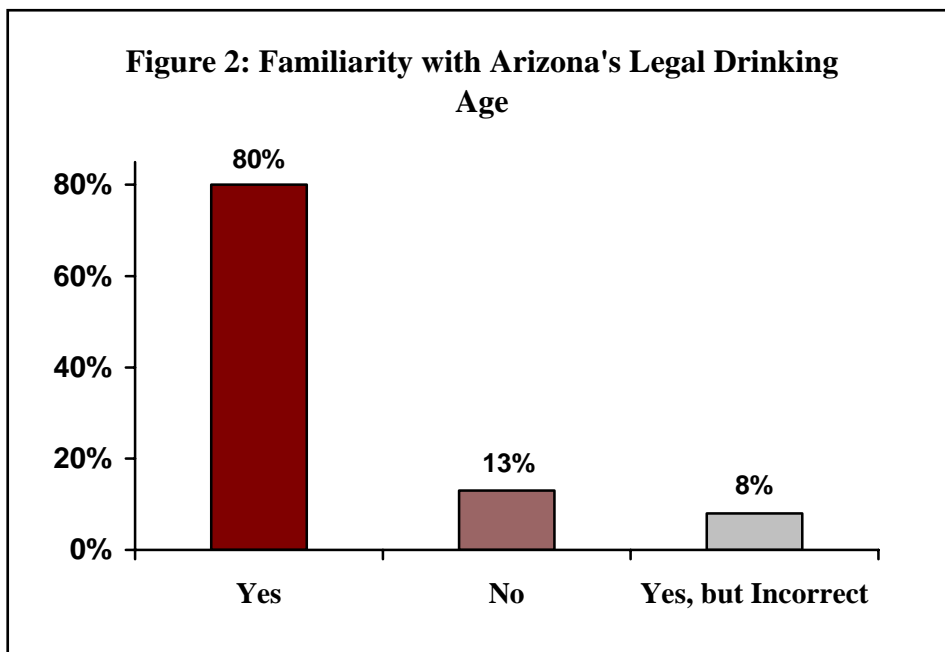
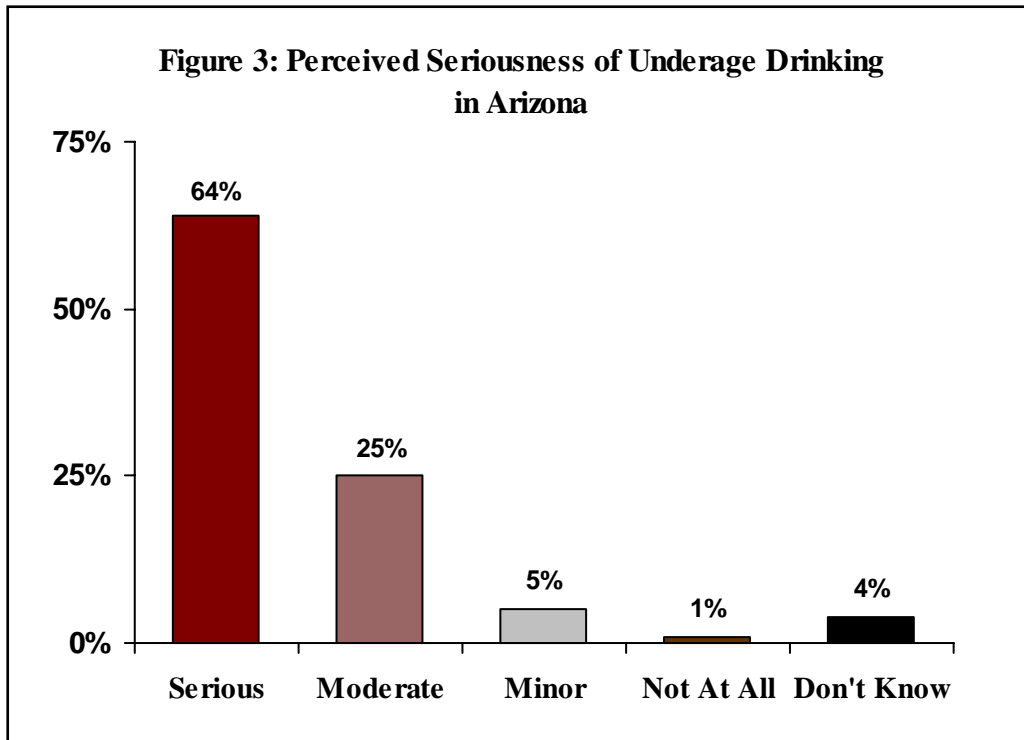


Figure 3 illustrates that nearly two-thirds (64%) of adult Arizona residents consider underage drinking a “serious” problem; one-quarter (25%) consider it a “moderate” problem.



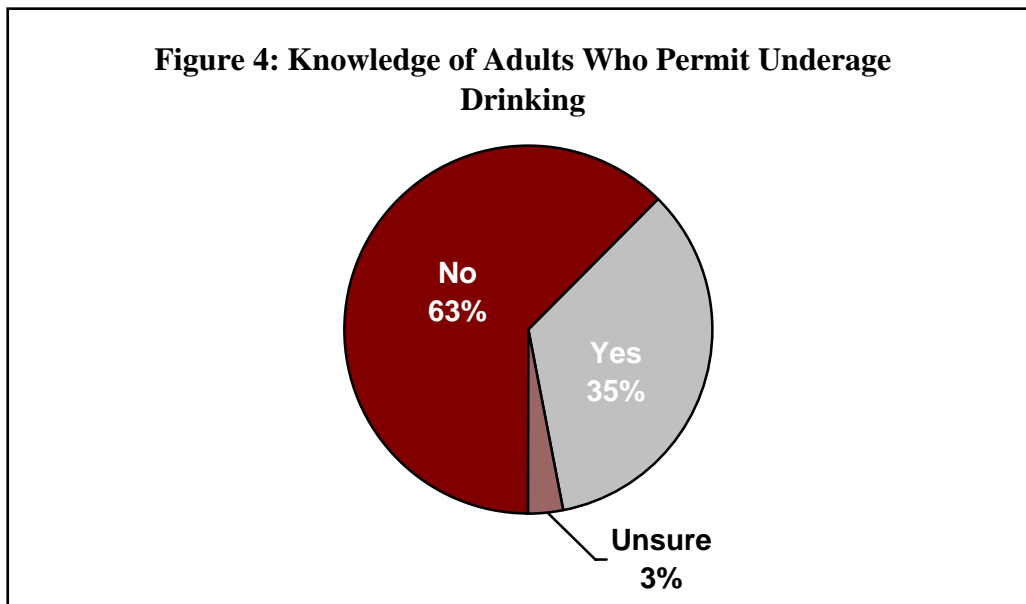
Respondents were asked whether they find it acceptable for a person under 21 to drink alcohol in several specific circumstances. Over two-thirds (70%) of Arizonans disapprove of underage drinking under adult supervision. Smaller majorities disapprove of underage drinking during religious or cultural rites of passage (53%) and under parental supervision (52%). Half (50%) of respondents disapprove of underage drinking on special family occasions such as holidays and birthdays [Table 2].

**Table 2: Underage Drinking Under Special Circumstances**

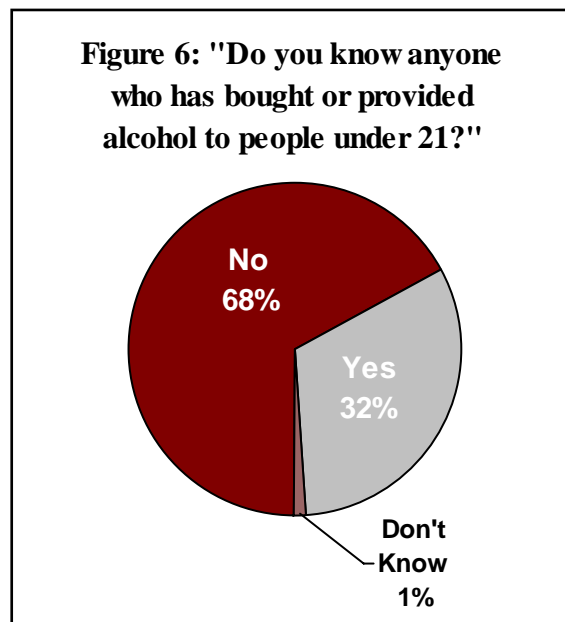
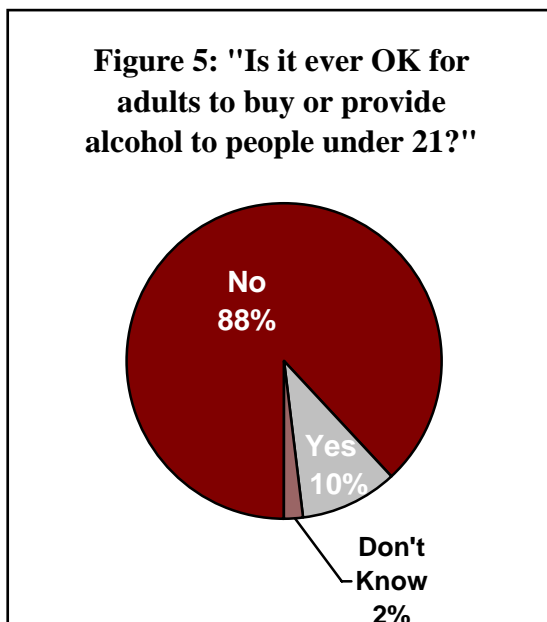
	Not acceptable	Acceptable	Depends	Don't Know	Total
Parental supervision	52%	34%	13%	1%	100%
Adult supervision	70%	16%	13%	1%	100%
Special occasion	50%	30%	20%	1%	101%
Rites of passage	53%	30%	12%	5%	100%

Respondents who have children under 21 living in their home (N=376) are more likely to oppose underage drinking under special circumstances. Sixty-five percent disapprove of underage drinking under parental supervision, 79 percent disapprove in cases of other adult supervision, 61 percent say underage drinking on special occasions is unacceptable, and 60 percent oppose underage drinking as part of rites of passage.

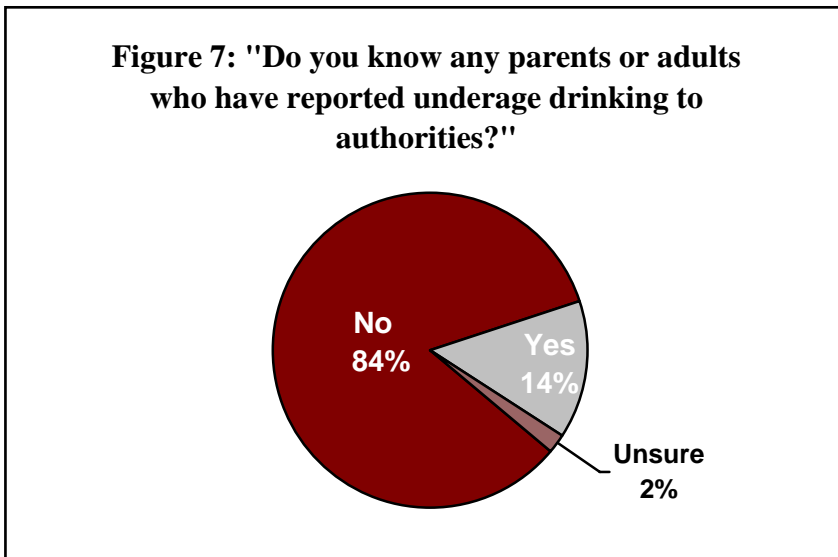
Over one-thirds of respondents (35%) indicate that they know parents or adults over the age of 21 who permit people under the age of 21 to consume alcohol in their homes [Figure 4].



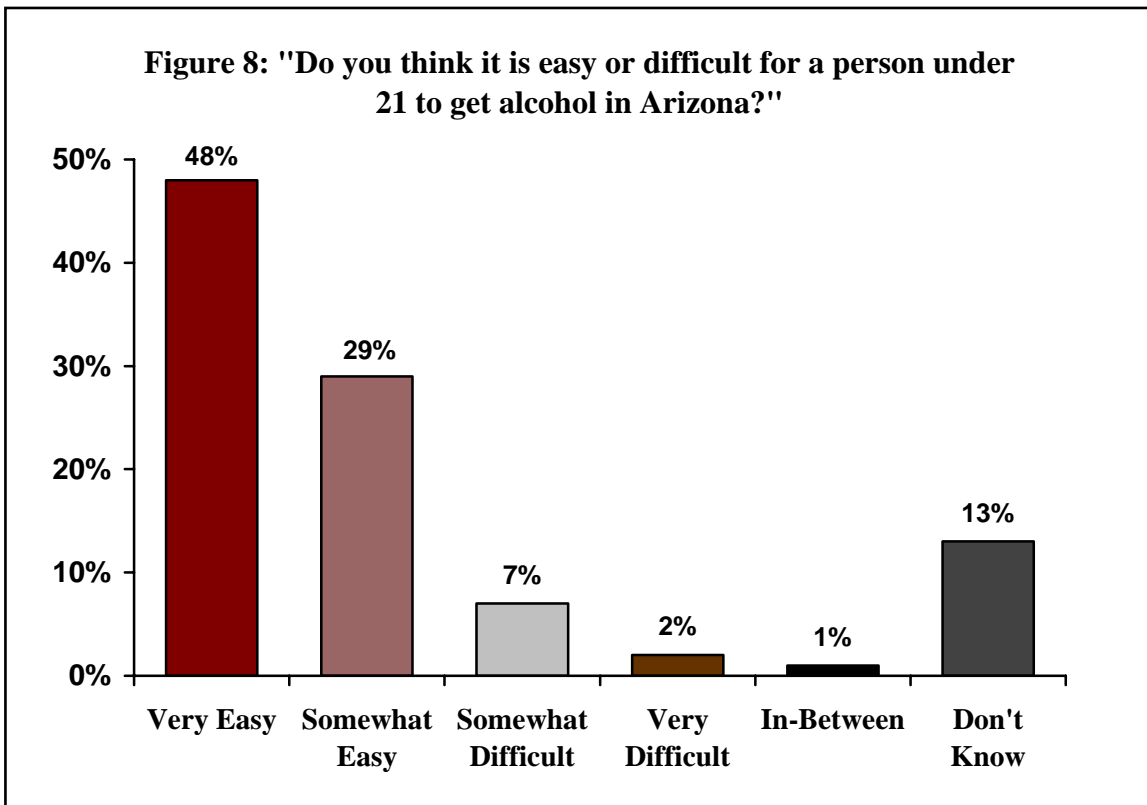
A large majority of Arizonans (88%) believe it is never acceptable for an adult to buy or provide alcohol to someone under 21 [Figure 5]. Nearly one-third (32%) personally know adults who buy or provide alcohol to minors [Figure 6].



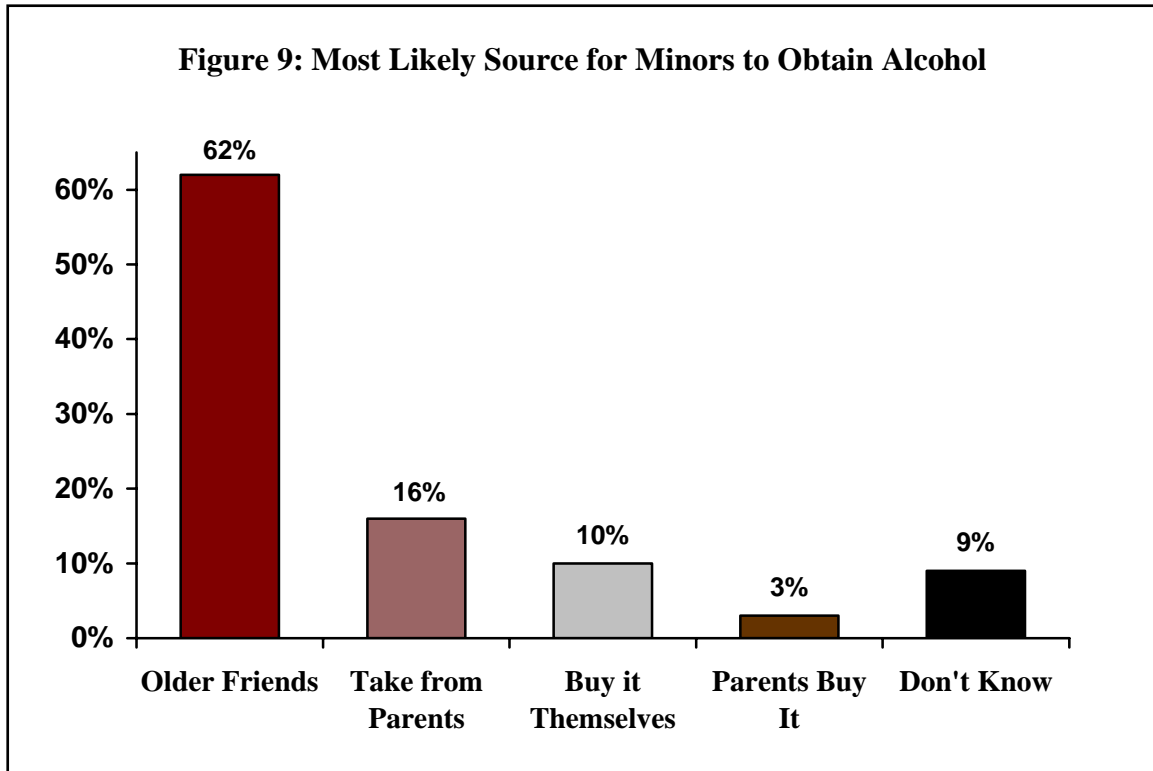
Fourteen percent of respondents know parents or other adults who have reported underage drinking to authorities [Figure 7].



Over three-quarters of Arizonans (77%) believe that it is "very" or "somewhat" easy for people under 21 to get alcohol in the state. Only nine percent think that it is difficult for Arizona minors to obtain alcohol [Figure 8].

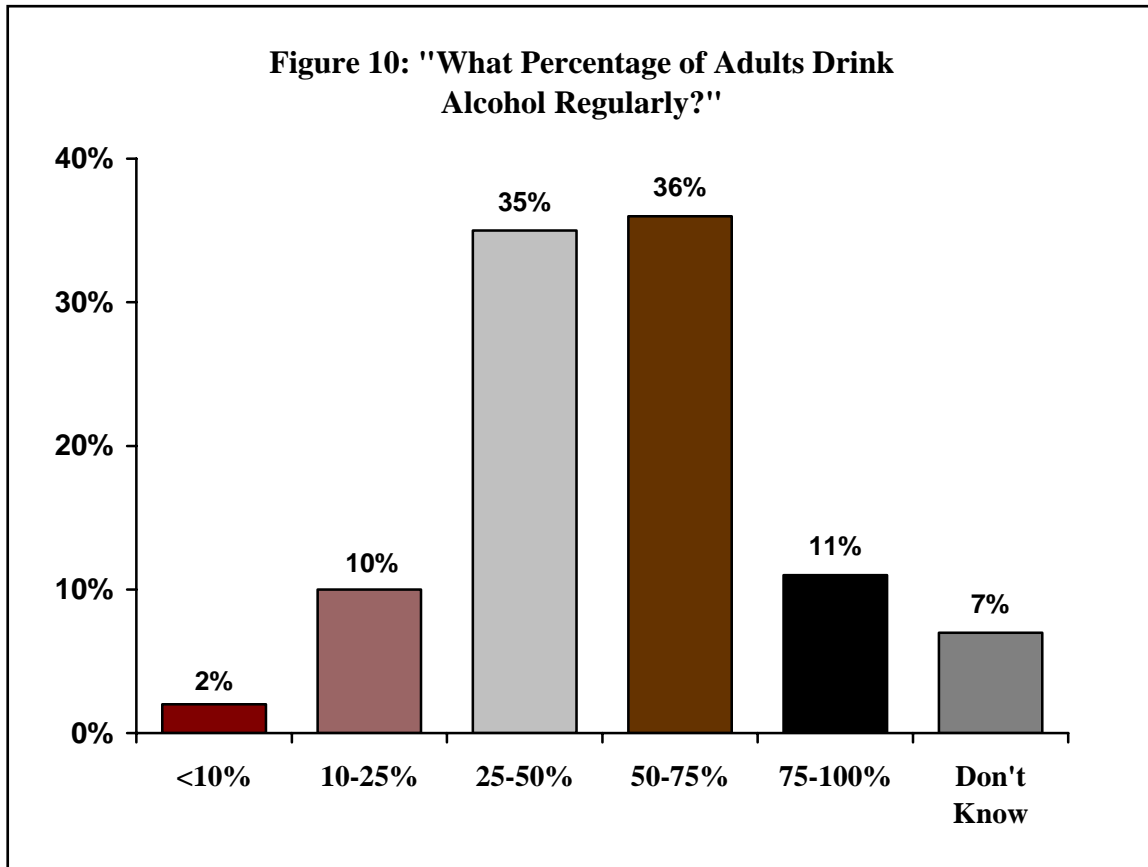


Older friends were identified by 62 percent of respondents as the most likely source through which minors can obtain alcohol in Arizona. Sixteen percent think people under 21 are most likely to get alcohol by taking it from their parents. Ten percent think it is easiest for minors to buy alcohol themselves, and three percent believe it is most likely that parents buy alcohol for their underage children [Figure 9].

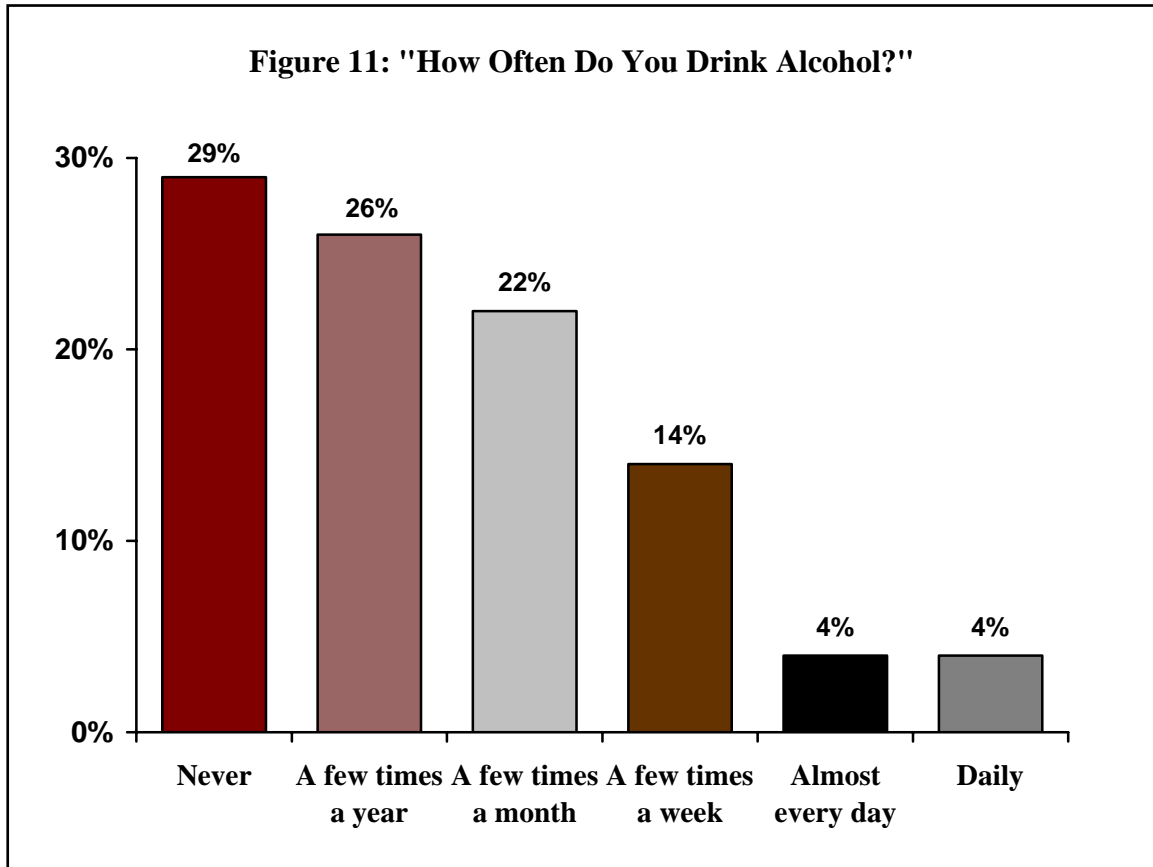


## II. Adult Behaviors and Beliefs about Alcohol

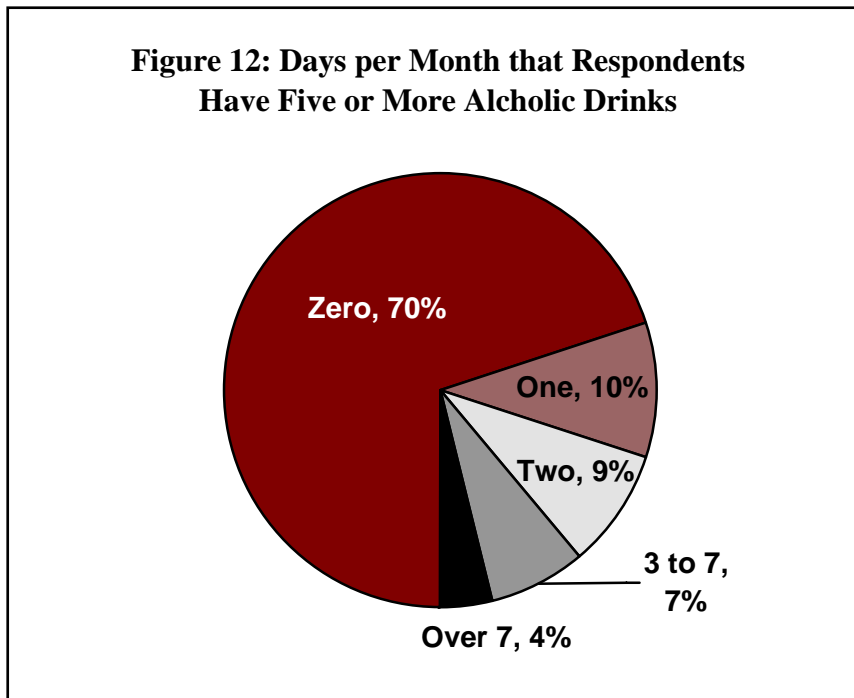
Respondents were asked a series of questions about beliefs and behaviors related to adult alcohol consumption. The first question is concerning perceptions about the percentage of adults who drink alcohol regularly. Thirty-six percent of respondents believe one-half to three-quarters of adults drink regularly. An almost equal percentage (35%) believe one-quarter to one-half of adults drink regularly [Figure 10].



When asked about their own alcohol consumption, twenty-nine percent of respondents report they “never” drink alcohol. Just over one-quarter (26%) say they drink “a few times a year,” while 22 percent drink “a few times a month” [Figure 11].



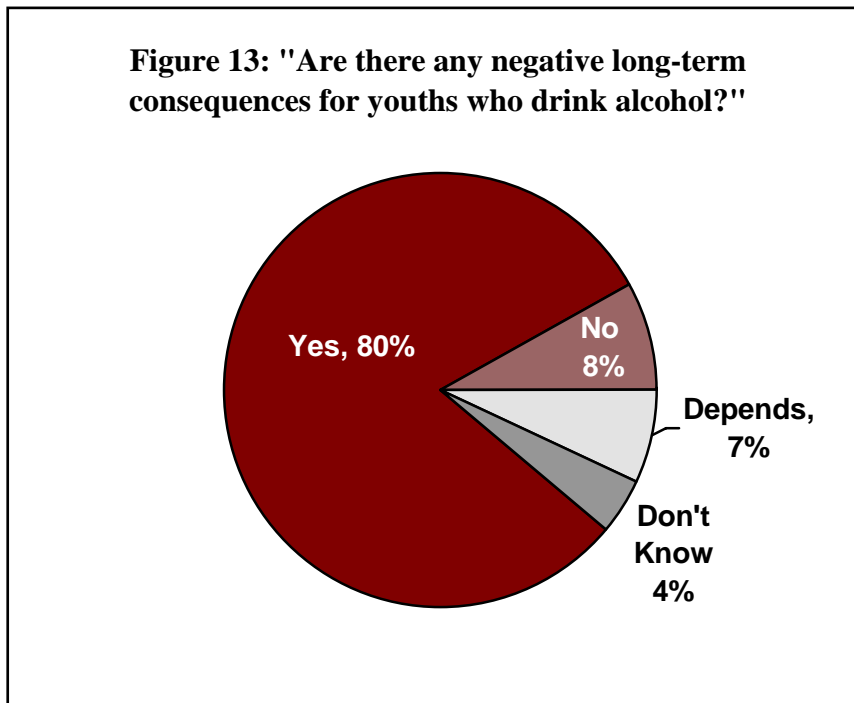
When asked about heavy alcohol consumption, seventy percent of respondents indicate they never have five or more drinks at a time. Ten percent say they have five or more drinks once a month, while nine percent do so twice a month [Figure 12].



### III. Perceptions of Youth Drinking Consequences and Policy

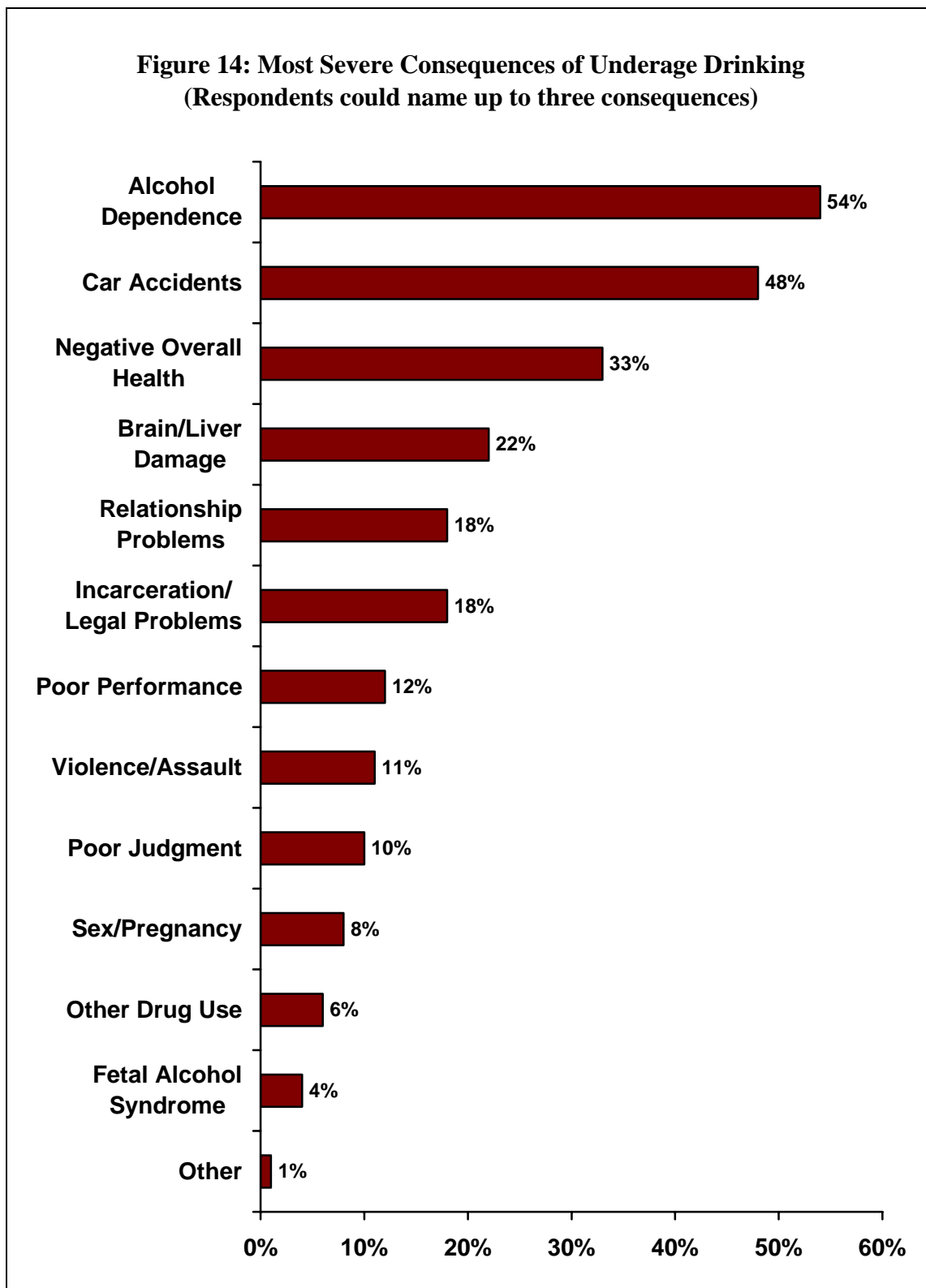
One series of questions investigated adult perceptions of the consequences of alcohol use by youth and explored opinions regarding policy responses to underage drinking.

Eighty percent of respondents believe there are negative, long-term consequences of drinking alcohol for people under 21 [Figure 13].

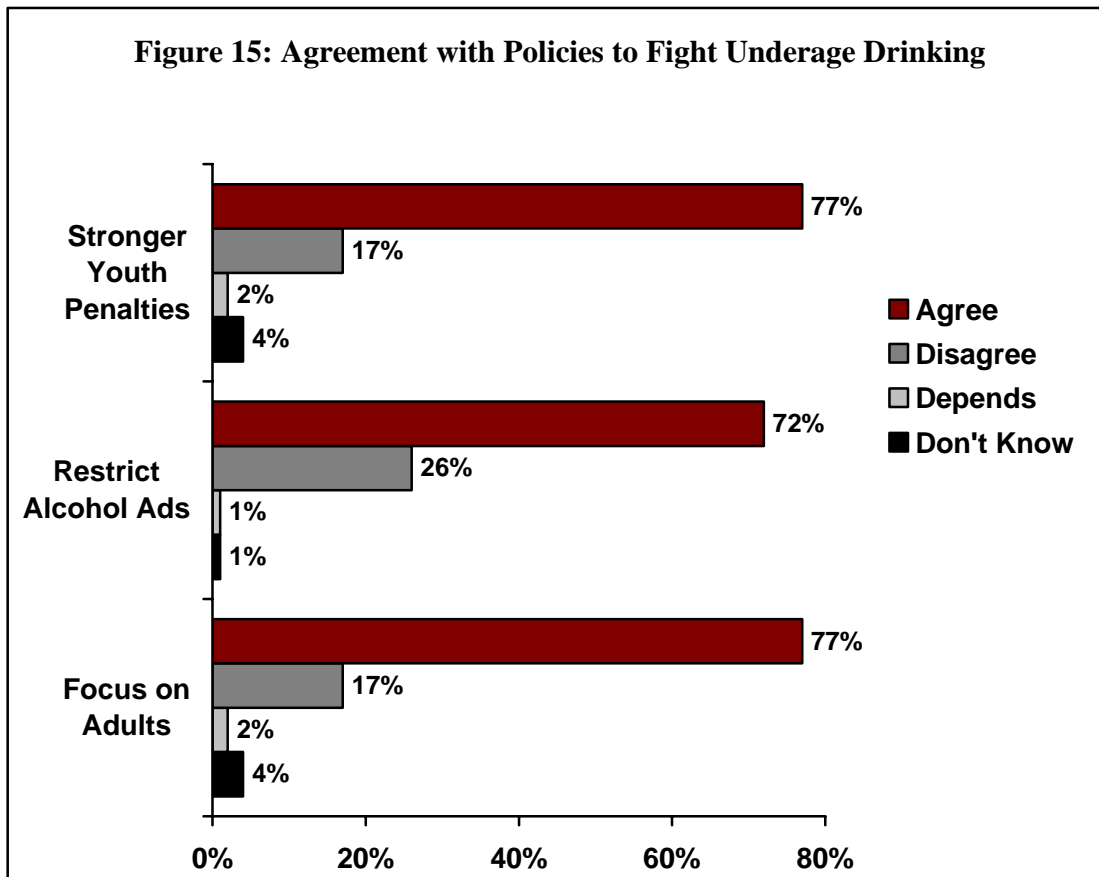


Respondents indicating that there are such consequences were asked to name the three consequences they consider most severe. Alcohol dependence or alcoholism was the most commonly-cited severe consequence of youth drinking, named by 54 percent of respondents. Forty-eight percent of respondents name traffic accidents, and one-third (33%) point to the overall negative health impacts of drinking. Twenty-two percent cite the possibility of brain or liver damage, while equal percentages (18%) name relationship problems and trouble with the law [Figure 14].

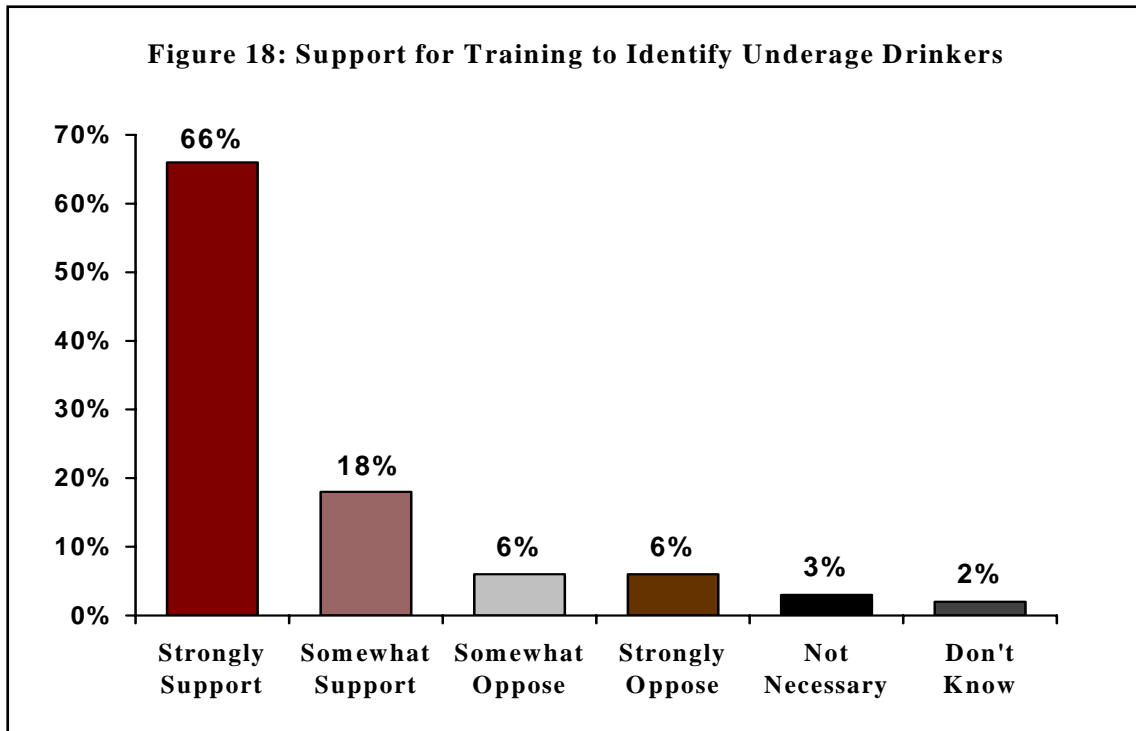




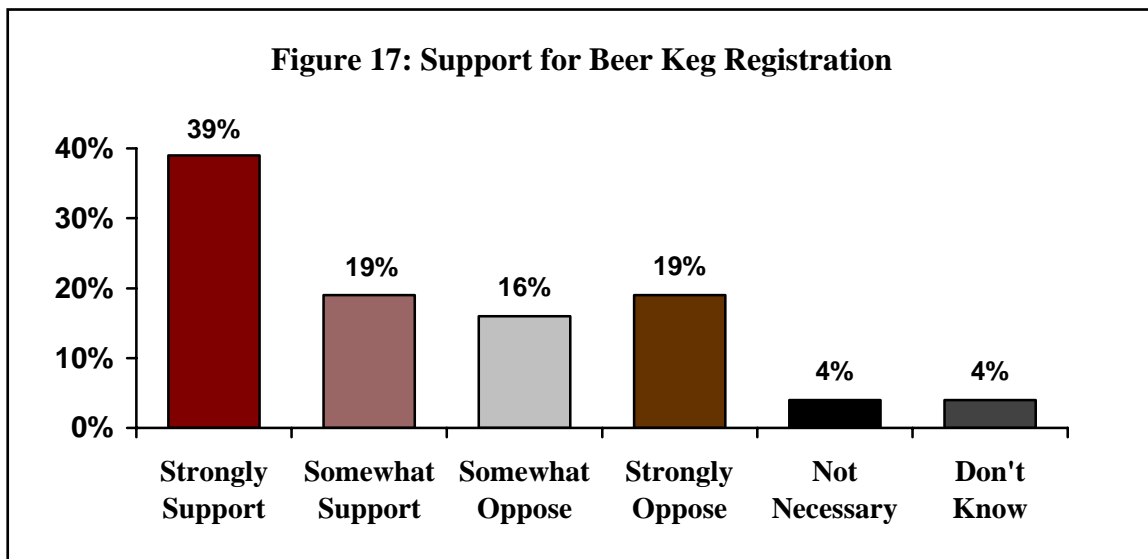
Respondents were asked whether they agree or disagree with three statements concerning policies designed to combat underage drinking. Over three-quarters (77%) agree that “alcohol policies should focus more on parents or adults over 21 who purchase, sell and/or provide alcohol to persons under 21.” An equal number agree that “penalties for youth attempting to purchase alcohol or using fake ID’s to purchase alcohol should be strengthened.” A smaller number, 72 percent, agree that “advertisements for alcoholic beverages should be restricted to limit their exposure to persons under 21” [Figure 15].



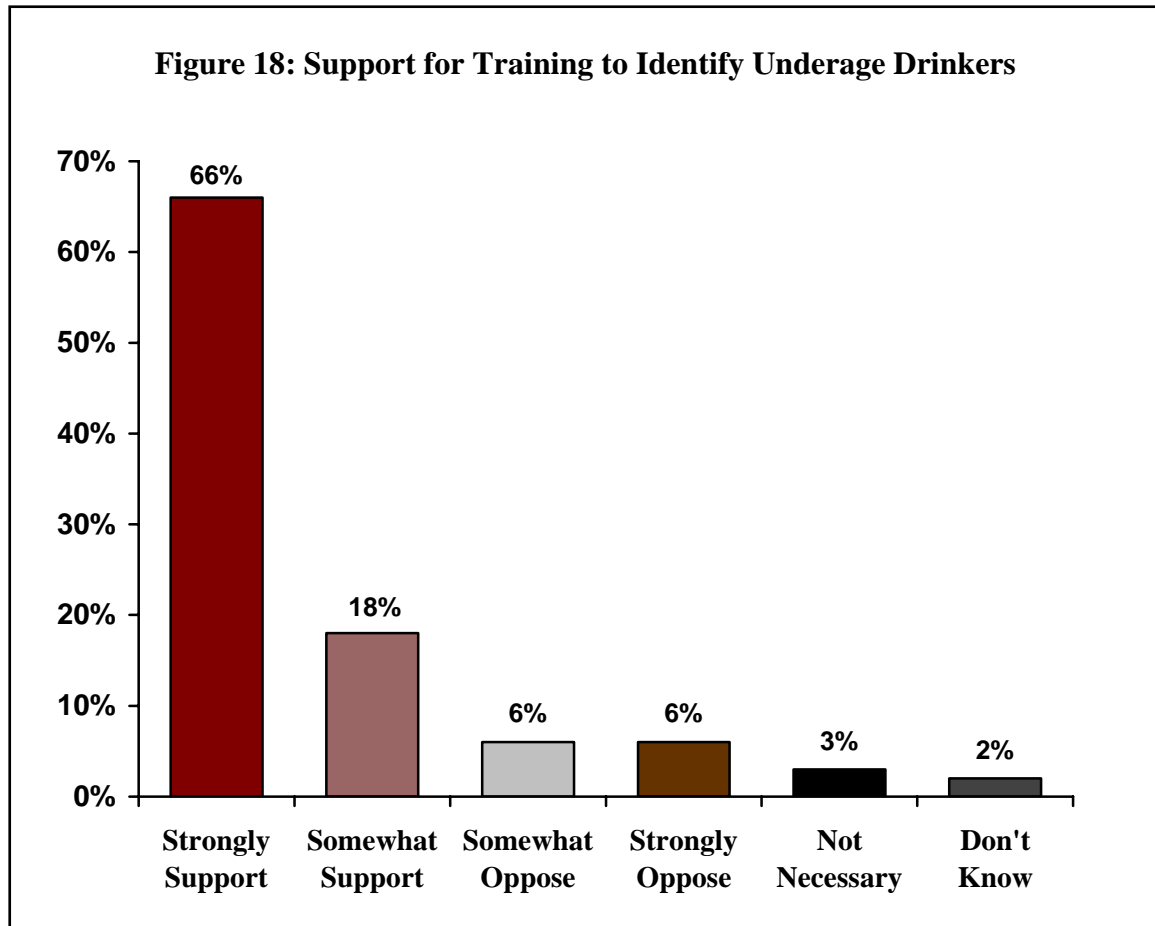
An additional question focused on possible responses to underage drinking: “If a person under 21 is caught drinking in public, which of the following do you think is the most appropriate response: legal consequences, treatment or counseling, or both?” Fifty-eight percent of respondents favor both legal consequences and treatment. Twenty-three percent believe that treatment or counseling alone is the most appropriate response, and twelve percent support legal consequences alone [Figure 16].



Support for a pair of proposed measures to limit sales of alcohol to minors was explored in the survey. Respondents were first asked about a proposal to require beer kegs to bear a registration number that allow them to be traced back to the purchaser. Fifty-eight percent of Arizonans support this proposal [Figure 17].



Eighty-four percent of respondents support a proposal to train restaurant employees who serve alcohol to better identify drinkers who are under 21 [Figure 18].



## IV. Demographic Characteristics of Respondents

	<b>N</b>	<b>PERCENT</b>
<i>Total</i>	<i>1000</i>	<i>100.0%</i>
<b>GENDER</b>		
Male	493	49%
Female	493	49%
Don't Know/Refused	15	2%
<b>AGE</b>		
18 to 34	219	22%
35 to 49	282	28%
50 to 64	237	24%
65 and older	232	23%
Refused/No Answer	29	3%
<b>YEARS IN ARIZONA</b>		
< 1 year	38	4%
1-5 years	151	15%
6 ≥	804	81%
<b>REGISTERED TO VOTE</b>		
Yes	777	78%
No	216	22%
<b>RACE</b>		
White, non-Hispanic	624	65%
Hispanic, Latino, or of Spanish origin	247	26%
American Indian or Alaska Native	45	5%
Black or African American	29	3%
Asian or Pacific Islander	17	2%
Other	1	--
<b>NUMBER OF CHILDREN (UNDER AGE 21)</b>		
None	624	62%
1 to 2	265	27%
3 to 5	105	11%
6 or more	6	1%

#### IV. Annotated Questionnaire

## Arizona Attitudes on Youth Drinking Survey

### INTRODUCTION

Hello, my name is {STATE YOUR FIRST AND LAST NAME}, and I am calling on behalf of Northern Arizona University's Social Research Laboratory. I am not selling anything. We are conducting a telephone survey of adult Arizona residents regarding their attitudes about issues affecting young people in our state. In order for our survey to be most representative, I need to talk to the person currently living in your household who is 18 years of age or older and who has had the most recent birthday. Would that be you or someone else?

1. If birthday person is answering the phone, continue with the survey:
2. If someone else, ask to speak to the appropriate person. If that person is not available, schedule a callback.
3. Refused – use refusal avoidance and conversion techniques

This survey will only take about 10 minutes to complete. Your feedback is very important to decision makers, and all your answers are voluntary and confidential.

Is now a good time to ask you a few questions?

- a. Yes → If I should come to any question that you do not want to answer, just let me know and I'll skip over it, OK?
- b. No → When would be a better time to call you back? (Schedule callback)

### Adult Perception/Attitudes on Youth Drinking:

Q1. First I'd like to ask some general questions about issues facing young people in Arizona. How **concerned** are you about issues young people face today?

	N	Percent
Very Concerned	601	60%
Somewhat Concerned	343	34%
Not At All Concerned	42	4%
Don't Know	14	1%
<b>Total</b>	<b>1000</b>	<b>99%</b>

Q2. Now I'd like to ask you about specific issues young people may face. How **concerned** are you about:

	<b>Very</b>		<b>Somewhat</b>		<b>Not At All</b>		<b>Depends</b>		<b>Don't Know</b>		<b>Total</b>	
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>
a. smoking	605	61%	328	33%	65	7%	1	--	1	--	<b>1000</b>	<b>101%</b>
b. sex	603	60%	293	29%	91	9%	10	1%	4	--	<b>1000</b>	<b>99%</b>
c. alcohol	709	71%	244	24%	39	4%	8	1%	--	--	<b>1000</b>	<b>100%</b>
d. DUI	944	94%	51	5%	6	1%	--	--	--	--	<b>1000</b>	<b>100%</b>
e. marijuana	679	68%	243	24%	64	6%	4	--	8	1%	<b>999</b>	<b>99%</b>
f. meth	934	94%	50	5%	6	1%	2	--	8	1%	<b>1000</b>	<b>100%</b>

Q3. Are you familiar with what the legal drinking age is in Arizona?

	<b>N</b>	<b>Percent</b>
Yes	776	80%
No	121	13%
Yes, but incorrect	78	8%
<b>Total</b>	<b>975</b>	<b>101%</b>

Q3a. If yes to Q3, do you know what the legal drinking age is in Arizona?

	<b>N</b>	<b>Percent</b>
21	776	91%
18-20	78	9%
Over 21	1	--
<b>Total</b>	<b>854</b>	<b>100%</b>

Q4. Do you think alcohol use by people under 21 is a serious problem, a moderate problem, a minor problem, or not a problem at all in Arizona?

	<b>N</b>	<b>Percent</b>
Serious Problem	641	64%
Moderate Problem	253	25%
Minor Problem	47	5%
Not a Problem At All	13	1%
Don't Know	44	4%
<b>Total</b>	<b>953</b>	<b>99%</b>

Q5. Do you think it is okay for a person under 21 to drink alcohol with/for...?

	<b>No</b>		<b>Yes</b>		<b>Depends</b>		<b>Don't Know</b>		<b>Total</b>	
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>
a. parent supervision	522	52%	338	34%	131	13%	8	1%	<b>999</b>	<b>100%</b>
b. adult supervision	701	70%	162	16%	131	13%	6	1%	<b>1000</b>	<b>100%</b>
c. special occasion	497	50%	304	30%	195	20%	5	1%	<b>1000</b>	<b>101%</b>
d. rites of passage	524	53%	302	30%	121	12%	49	5%	<b>1000</b>	<b>100%</b>

Q6. Do you know of parents or adults who permit people under the age of 21 to consume alcohol in their homes?

	<b>N</b>	<b>Percent</b>
No	627	63%
Yes	347	35%
Don't Know	25	3%
<b>Total</b>	<b>999</b>	<b>101%</b>

Q7. In your opinion, is it ever okay for an adult 21 and older to purchase or provide alcohol to a person under 21?

	<b>N</b>	<b>Percent</b>
No	877	88%
Yes	100	10%
Don't Know	21	2%
<b>Total</b>	<b>998</b>	<b>100%</b>

Q8. Do you know anyone who has bought/provided alcohol for people under 21?

	<b>N</b>	<b>Percent</b>
No	675	68%
Yes	316	32%
Don't Know	8	1%
<b>Total</b>	<b>999</b>	<b>101%</b>

Q9. Do you know any parents/adults who have reported underage drinking to authorities?

	<b>N</b>	<b>Percent</b>
No	842	84%
Yes	135	14%
Don't Know	24	2%
<b>Total</b>	<b>1000</b>	<b>100%</b>

Q10. Do you think it is easy or difficult for a person under 21 to get alcohol in Arizona? Is that very or somewhat easy/difficult?

	<b>N</b>	<b>Percent</b>
Very easy	477	48%
Somewhat easy	292	29%
Somewhat difficult	72	7%
Very difficult	19	2%
In-between / Depends	14	1%
Don't know	126	13%
<b>Total</b>	<b>1000</b>	<b>100%</b>



Q11. In your opinion, people under 21 are MOST likely to get alcohol...

	<b>N</b>	<b>Percent</b>
From older friends	620	62%
Parents buy it for them	30	3%
Buying it themselves	96	10%
Taking it from their parents	162	16%
Don't know	90	9%
<b>Total</b>	<b>997</b>	<b>100%</b>

### Adult Norms, Behaviors, Beliefs, Regarding Alcohol:

Q12. In your opinion, what percentage of American adults, 21 years of age or older, drink alcohol on a regular basis?

	<b>N</b>	<b>Percent</b>
< 10%	15	2%
10-25%	99	10%
25-50%	345	35%
50-75%	363	36%
75-100%	107	11%
Don't Know/Depends	67	7%
<b>Total</b>	<b>996</b>	<b>101%</b>

Q13. How often do you drink alcoholic beverages, including beer, wine, wine coolers, mixed drinks, or other liquor?

	<b>N</b>	<b>Percent</b>
Never	293	29%
A few times a year	261	26%
A few times a month	222	22%
A few times a week	136	14%
Almost every day	39	4%
Daily	41	4%
Don't Know	5	1%
<b>Total</b>	<b>996</b>	<b>100%</b>

Q14. During an average month, on how many days did you have five or more drinks of any alcoholic beverage, (including beer, wine, wine coolers, mixed drinks, or other liquor) on the same occasion? [Recoded into categories]

	<b>N</b>	<b>Percent</b>
Zero days	460	70%
1 day	65	10%
2 days	56	9%
3-7 days	47	7%
More than 7 days	27	4%
<b>Total</b>	<b>655</b>	<b>100%</b>

**Adult Norms, Beliefs, Regarding Youth Drinking Consequences:**

Q15. Do you think there are any negative, long-term consequences for people under 21 who drink alcohol?

	<b>N</b>	<b>Percent</b>
Yes	802	80%
No	78	8%
Depends on how much	74	7%
Don't Know	44	4%
<b>Total</b>	<b>998</b>	<b>99%</b>

Q15a. In your opinion, what are the 3 most severe possible negative long-term consequences for persons under 21 who drink alcohol?

	<b>N</b>	<b>Percent</b>
Alcohol dependency/alcoholism	473	22%
Car accidents (fatal/non-fatal)	418	19%
Negative overall health impacts	289	13%
Brain damage/liver damage	196	9%
Emotional/relationship problems	162	8%
Incarceration/legal problems	158	7%
Poor academic/work performance	107	5%
Violence/assault/domestic violence	95	4%
Poor judgment/lack responsibility	88	4%
Sexual activity/pregnancy/rape	71	3%
Other drug use	50	2%
Fetal alcohol syndrome	32	2%
Other	12	1%
<b>Total</b>	<b>2151*</b>	<b>99%</b>

\*Multiple response totals

Q16 (a-c). Now I am going to read a series of statements and I'd like you to tell me if you agree or disagree with each statement.

	<b>Agree</b>		<b>Disagree</b>		<b>Depends</b>		<b>Don't Know</b>		<b>Total</b>	
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>
a. alcohol policies should focus more on parents or adults	772	77%	166	17%	16	2%	43	4%	<b>996</b>	<b>100%</b>
b. advertisements for alcoholic beverages should be restricted	723	72%	256	26%	10	1%	11	1%	<b>1000</b>	<b>100%</b>
c. strengthen penalties for youth attempting to purchase alcohol	770	77%	178	18%	17	2%	35	4%	<b>1000</b>	<b>101%</b>

Q17. If a person under 21 is caught drinking in public, which of the following do you think is the MOST appropriate response:

	<b>N</b>	<b>Percent</b>
Both legal and treatment	573	58%
Treatment or counseling	222	23%
Legal consequences	121	12%
Depends / only if repeat offense	43	4%
Don't Know	30	3%
<b>Total</b>	<b>989</b>	<b>100%</b>

Several enforcement policies for reducing the sale of alcohol to people under 21 have been suggested. Now I would like to read you some of these proposals and see if you support or oppose each proposal.

Q18. One proposal to make it harder for minors to get alcoholic beverages is to require every beer keg to have a registration number that allows it to be traced to the person who bought it. Do you support or oppose a beer keg registration law?

	<b>N</b>	<b>Percent</b>
Strongly Support	387	39%
Somewhat Support	191	19%
Somewhat Oppose	155	16%
Strongly Oppose	189	19%
Not necessary	36	4%
Don't know	41	4%
<b>Total</b>	<b>999</b>	<b>101%</b>

Q19. Some groups are proposing that employees who serve alcoholic beverages in bars and restaurants should be better trained to identify drinkers who under 21. Do you support or oppose more training for identifying underage drinkers for servers?

	<b>N</b>	<b>Percent</b>
Strongly Support	654	66%
Somewhat Support	177	18%
Somewhat Oppose	58	6%
Strongly Oppose	62	6%
Not necessary	27	3%
Don't know	19	2%
<b>Total</b>	<b>998</b>	<b>101%</b>

## Demographics:

Now I'd like to ask you a few questions so that we can classify your answers.

D1 & D1a. Number of years you have lived in Arizona (round to nearest year):

	N	Percent
Less than 1 year	38	4%
1-2 years	64	7%
3-5 years	87	9%
6-10	127	13%
11-20	227	23%
21+	450	45%
<b>Total</b>	<b>993</b>	<b>101%</b>

D2. Are you registered to vote at your current residence in Arizona?

	N	Percent
Yes	777	78%
No	216	22%
Don't know	7	1%
<b>Total</b>	<b>1000</b>	<b>101%</b>

D3. In what year were you born? [Recoded into ages]

	N	Percent
18-34	219	23%
35-49	282	29%
50-64	237	24%
65+	232	24%
<b>Total</b>	<b>971</b>	<b>100%</b>

D4. Do you primarily consider yourself to be...?

	N	Percent
White, non-Hispanic	624	65%
Hispanic, Latino, Spanish origin	247	26%
American Indian or Alaska Native	45	5%
Black or African American	29	3%
Asian or Pacific Islander	17	2%
Other race	1	--
Don't know/not sure	2	--
<b>Total</b>	<b>965</b>	<b>101%</b>

D4a. Other race, verbatim response includes:

- Half breed

D5. Do you have any children under the age of 21 living in your home?

	<b>N</b>	<b>Percent</b>
No	616	62%
Yes	376	38%
<b>Total</b>	<b>993</b>	<b>100%</b>

D5a. [If 'Yes' to D5] How many children do you have under the age of 21 living in your home?

	<b>N</b>	<b>Percent</b>
0	624	62%
1-2	265	27%
3-5	105	11%
6+	6	1%
<b>Total</b>	<b>1000</b>	<b>101%</b>

D6. Respondent's gender

	<b>N</b>	<b>Percent</b>
Female	493	49%
Male	493	49%
DK/Refused	15	2%
<b>Total</b>	<b>1000</b>	<b>100%</b>

These are all the questions that I have for you. Thank you for your time and participation in this survey.